AMERICAN ADVERTISING

1800—1900

MYRON JOHNSON

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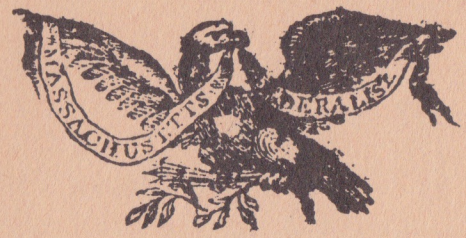
Copyright 1960

AMERICANA REVIEW

725 Dongan Ave. Scotia, N. Y.



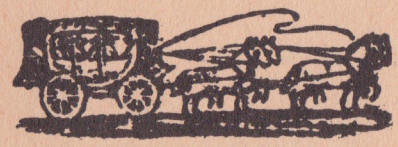
Now as in its early years advertising is being thrown away about as fast as it is printed. Yet today there is an ever-increasing number of collectors of this type of American ephemera. Some specialize in broadsides, some in catalogs, others in almanacs, et cetera.

Early magazines placed advertising fore and aft of the editorial matter and never were the two mixed as in modern publishing. This was a handy device for the binder. When making up annual volumes, he could neatly separate the wheat from the chaff and make up a very tidy book of six issues. The advertising went with the trash. The volumes that were bound in this fashion are gathering dust. Today the loose issues are the ones being sought out—they have early railroad ads, automobiles, ships, stagecoaches, and other collector interests.

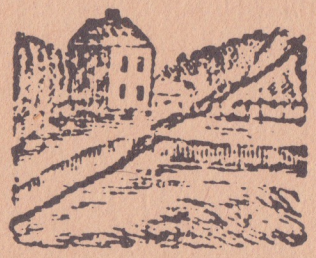
Who today knows where to lay his hands on a 1950 Sears Roebuck Catalog? Not many—and so even a 1935 issue sells to collectors for about five dollars. An early 1900's issue for twenty-two dollars.

Students of Americana are discovering the growing importance of Early American advertising as a true picture of the times. Even though some of the ads in themselves might be outright lies, that would be the truth about a given period. In the 90's there were cures for cancer and other wonders.

The advertising in this book was selected for several reasons—some because of its humor, some because it is startling truth and some for its quaint illustrations. All of it is a fascinating history.



To be SOLD,



A FARM of about 220 acres of land, lying in *Sunderland*, in the county of Hampshire, about one mile and an half from Connecticut River. The price will be low, and the conditions of payment made easy. For particulars, inquire of SAMUEL WARD, of *Lancaster*, in the county of Worcester.

September 20, 1792.

Hospital for the Small Pox.

THE subscriber hereby informs his friends and the publick, that his Hospital is now open for the reception of patients for INOCULATION with the SMALL POX, on as low terms as it can possibly be done, viz. *eight dollars* for three weeks, and *six shillings* for every week, if longer detained.

ISRAEL ATHERTON.

N. B. House Room and Attendance for three dollars.

Lancaster, September 5, 1792.

The farm ad could be called illustrated, but stock wood cuts were extremely poor before 1800. In later periods the stock cut or electrotype was the quality way to illustrate an ad. Both ads from the Worcester, Mass. Gazette printed by Isaiah Thomas.

DANIEL WALDO, jun.

Has for Sale, at the BRICK STORE, *a few rods South of the Court House, in* WORCESTER,

AN Assortment of Nails, Tacks, and Brads, Window Glass, Steel, Pewter and Brass, Frying Pans, Flat Irons, iron Shovels, Carpenters' Hammers, Saws, Chissels, Plane Irons, Locks, Hinges, Latches and Bolts, Buttons and Buckles, Saddlery Ware, Cabinet Ware, beautiful enamelled Clock and Watch Faces, with almost every article in the Hard Ware line.

ALSO,

Broadcloths, German Serge, Shalloons, Tammies, Calimancoes, Calicoes, Shawls, Muslin, Lawn, Cambrick, Velvet, Corduroys and Fustians, &c.

LIKEWISE,

Rum, Sugar, Wine, Tea, Chocolate, Coffee, &c. &c. with a great variety of articles not enumerated.

☞ Said WALDO assures his Customers, that since the Small Pox has been in Boston, he has not received any Goods from that place, and that he determines not to bring any from thence while the disorder continues to prevail; so that they may be supplied by him without the least risk to themselves or their families.

Worcester, Sept. 19, 1792.

Again from the Worcester Gazette: Rum, Sugar, Wine and Tea might be very appetizing except for the smallpox item. Even without an illustration, it is not too difficult to picture the inside of Mr. Waldo's brick store.

FOR SALE,

A GOOD Stand for buſineſs; about 112 acres of good Land, with a convenient Dwellinghouſe and a large Store adjoining, a Barn, Shed, &c. all new and well finiſhed; the above will be found to be a very advantageous ſituation for a Store and Tavern, which is now occupied for the ſame. It will be ſold at a very reduced price for Caſh or approved Credit, and immediate poſſeſſion given. EBEN STEARNS.

Cheſterfield, N. H. December 31, 1801. (8 w.)

FOR SALE,

A FEW hundred weight of good RUSSIA FEATHERS, cheap for CASH, at the Store of

WILLIAM CALDWELL, 2d.

Worceſter, January 9, 1801.

FURS.

CASH and a generous price given for all kinds of FURS, at the Store of

HENRY BASS & Co.

No. 108, Orange ſtreet, South End, BOSTON.

GRINDSTONES of all ſizes, for Sale at ſaid Store, as uſual.

Boſton, January 8, 1802. (3 m.)

DOCTOR *Venderſkinkerburgher* preſhents hiſh moſt kint, and obſhequious gombliments to de ladies of de porough of poth ſexes, and reſpectfully dells dem, dat he has cot a moſht vonterful reſhdoradive, or ſhezific blaiſhter, or gatablaſm, for te laties naket rough elpows, dis gold vedder.--- It haſh a moſht vonterful effect in daking off all dat goarſe ſkin, galled, and named de goofes vleſh, and vill make te elpow, as ſmooth, and as ſoft, ant as vite, as te lek of a ſhicken, ven te vedders are bicked off or te hant of a young papy. Te Toctor makes his ſhezific blaiſhters mit te muſtart, and te ſhinſher, and te Gaiyenne hebber, and te akkavortis, and now offers tem at von cuinea each.

Te 19 Tecember, 1801.

This rare item ran in a column next to the advertising in the Massachusetts Spy. It is a sign of the growing power of advertising in the early 1800's. Some of the words mean obsequious, restorative, specific, plaster, etc.

MASSACHUSETTS, all hail.

ELECTORS—Remember OLD FRIENDS,—and take —ONCE MORE, "*the Long Pull, the STRONG pull, and the pull altogether;*" to strengthen their hands, and convince the world that the Citizens of a Republic are not always ungrateful.

STATE NOMINATIONS.

HIS EXCELLENCY

CALEB STRONG, ESQ.

FOR GOVERNOR.

HIS HONOR.

WILLIAM PHILLIPS, ESQ.

FOR LT.-GOVERNOR.

SENATORIAL NOMINATIONS.

MIDDLESEX,
Hon. John Brooks,
Calvin Sanger, Esq.
Samuel P. P. Fay, Esq.

NORFOLK,
Joseph Heath, Esq.
James Richardson, Esq.

BERKSHIRE,
Hon. Joseph Whiten,
Wolcott Hubbell, Esq.

BARNSTABLE,
Hon. Wendall Davis.

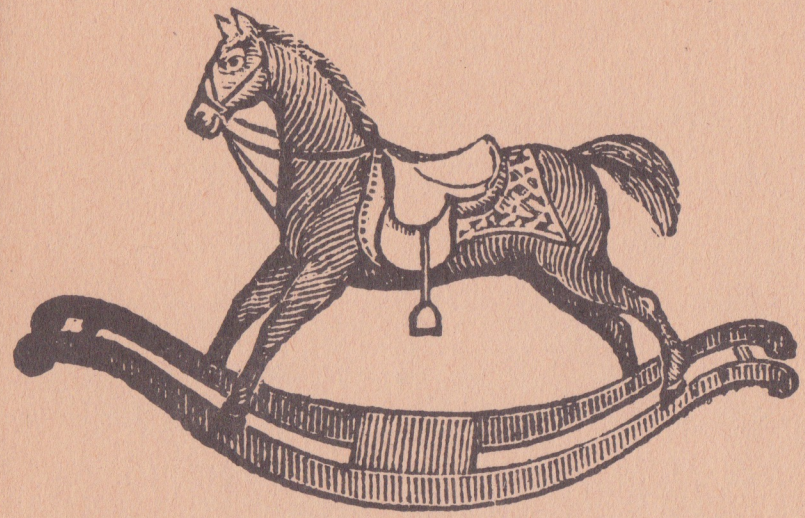
CUMBERLAND,
Hon. Lathrop Lewis,
Hon. Jacob Abbot.

KENNEBEC,
Samuel Reddington, Esq.

OXFORD,
Hon. Daniel Stowell.

YORK,
Joseph Dane, Esq.
Abiel Hall, Esq.

LINCOLN, &c.
Benjamin Hasey, Esq.
William Crosby, Esq.
Ebenezer Inglee, Esq.



ROBERT WILSON,

Saddler, Collar, Trunk and Harness Maker,

BEGS leave to inform his friends and the public, that he has on hand at his shop, No. 60 Wall-street, a choice collection of the above articles, which he will sell on reasonable terms.

*** Southern orders thankfully received and punctually attended to. june 10

FOR SALE,

THE house & lot No. 54 Wall-st. The lot is 25 ft. wide, and 105 feet deep. Three offices and a cellar rent for 1600 Dollars; and the upper part is sufficient to accommodate a family of ordinary size. Possession 1st May next. Apply to LEON. BLEECKER,
oct 2 37 Wall-street.

Without a good typographer, the advertiser is lost. We suppose that the first line of copy was intended to read Robert Wilson, saddler—then collar, trunk and harness maker. The wood cut is excellent for its time. Note two Wall Street addresses not recognizable today.

STAGE REGISTER.

Portland and Hallowell, Me. Middle Road Mail Stage, leaves Portland Monday, Wednesday and Friday morning at 8, Freeport at 11, and arrives in Hallowell at 6 p. m.—leaves Hallowell, Tuesday, Thursday and Saturday morning at 7, Freeport at 2 p. m. and arrives in Portland at 6 p. m.—Maine Stage Company; Directors, Hale & Waterhouse.

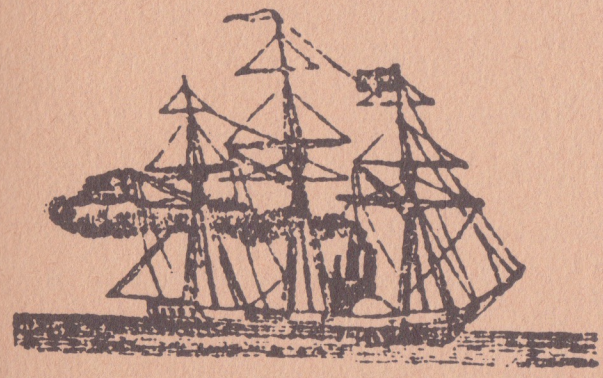
Worcester, Ms. and New York Mail Stage Line, via Norwich, Ct. leaves Worcester, Wednesday and Saturday mornings at 3, and arrives in Norwich at 4 same p. m. where the Steam boat Fanny receives the passengers, and arrives in N. York next morning. The Fanny leaves New York Monday and Thursday at 3 p. m. and arrives in Norwich next morning; and in Worcester, by stage, in the p. m.—through Ward, Oxford, Dudley, Woodstock, Pomfret, Brooklyn, Canterbury to Norwich. Books kept at Kinney's, Norwich, Mathews, Brooklyn; Stockwell's, Worcester—fare from Worcester to Norwich, $3; in Boat, 4.—*Proprietors*, N. Kinney, S. Davison, Z. Carey, and C. Stockwell.

STEAM SHIP "GREAT WESTERN,"

1340 tons Burthen,

Lieut. James Hosken, R. N., *Commander.*

BETWEEN NEW YORK & BRISTOL.



In consequence of pressing solicitations from a number of passengers and merchants, the sailing days of the above ship have been altered, and she is now appointed to sail for the present year, as follows:—

From Bristol.	*From New-York.*
Saturday 19th Jan 1839.	Wed'y. 13th Feb. 1839.
" 9th March "	" 13th April "
" 27th April "	" 22d May "
" 15th June "	" 10th July "
" 3d August "	" 28th August "
" 21st Sept. "	" 16th Oct "
" 9th Nov. "	" 4th Dec. "

Fare to Bristol—In main Saloon, and cuddy state rooms, Thirty-Five Guineas; in fore and lower saloons, Thirty Guineas; steward's fees, £1,10; children under 13, and servants half price.

No second class or steerage passengers taken.

For passage or freight, apply to

RICHARD IRVIN, 98 Front street,

ja3 Agent of the Great Western Steam Ship Co

The progress of travel in America can be followed quite closely by reading the early advertisements. Some collectors specialize in Stage Coach broadsides, some in Steam Ship sailings. In the ad above, servants traveled for half fare, an idea peculiar to its era.

NOTICE.—Was committed to the jail of Frederick county, on the 29th day of July last, as a runaway, a negro man, who calls himself **THOMAS RANKIN.** He is about 27 years of age, 5 feet 6 inches high, has no visible mark about him; had on when committed linen pantaloons, and an old black hat; he says he is free and last from Washington city. The owner, if any, is hereby requested to come forward and have him released; he will otherwise be discharged according to law.

HENRY HOUCK,
Sheriff of Frederick county, Md.

aug 8—law4t

$200 DOLLARS REWARD.—Ran away from the subscriber's residence, about 4 miles from Bryantown, Charles county, Maryland, on Thursday morning, the 11th June, my negro man **CHARLES,** calls himself Charles Dyson, about 23 years old, 5 feet 6 or 7 inches high; a bright mulatto, and has a scar on the right or left side of his lower jaw bone, occasioned several years ago by a burn. The above reward will be paid if taken in a non-slaveholding State, and fifty dollars if taken within the States of Virginia and Maryland, or the District of Columbia.

J. ED. KEECH.

july 10—2aweptf

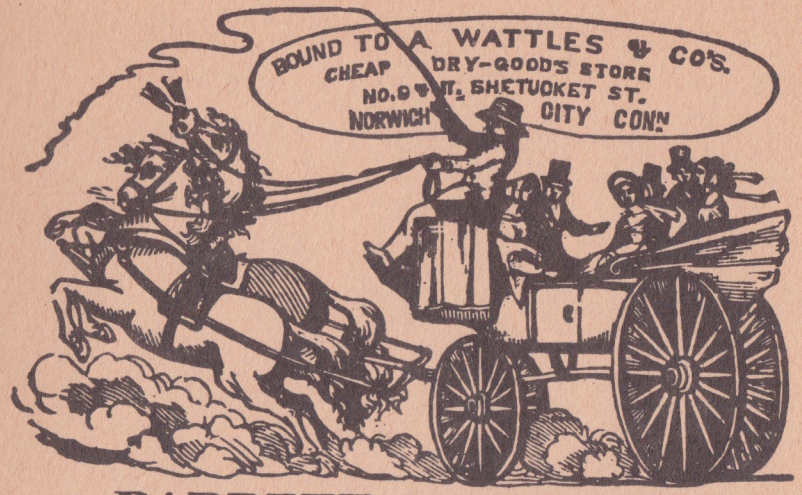
$50 DOLLARS REWARD.—Ran away, on the 21st of July, from the subscriber, living near Chaptico, St. Mary's county, Md., negro **WILLIAM.** His wearing apparel cannot be accurately described, as he took with him a variety. William is about five feet six inches high, and well built, and so bright a mulatto that at first sight he would be taken for a white man. His hair is brown, and nearly straight; he has a wide mouth, and a very fine set of teeth. His voice is coarse, and when spoken to his eyes, though generally turned towards the ground, are rolled suddenly upwards, so as to display the balls considerably. William, having left home without cause, is doubtless making his way to a free State.

I will give the above reward to any person who will bring him home, or secure him in jail so that I get him again.

THOMAS W. GARDINER,
Near Chaptico, St. Mary's co. Md.

july 28—w2m

To a collector of Americana it seems that these items give a rare insight into a familiar phase of history. To many people, slavery is just a word, but to those who have read very many of these ads, it was a life and death struggle (as many as ten to fifteen of these ads daily in the Washington Intelligencer).



BARRETT OF BOSTON

THE most celebrated dyer in the United States has appointed us his Agents. Ladies that wish to have ***Fancy Dying*** done in the best style will please to forward their orders to

A. WATTLES & CO.

☞**Only** One Dollar for Dying Ladies Dresses.

Norwich, November, 21st, 1843

3w37

NEW AUCTION GOODS!

MORE of those ***White Flannels*** at one shilling per yard; ***Alpaccas*** from 42 to 75 cents per yard; water proof 6 4 English ***Pilot Cloths*** for Overcoats at 75 cents per yard; three pieces of those cheap ***Broadcloths*** for Ladies Cloaks. The last lot of cheap colored **Cambrics** will be closed at five cents per yard; ten pieces **Cotton Flannels** at 6 1-4 cents per yard. You can get the most goods for your money at

A. WATTLES & CO'S.

Norwich, November 21st 1843.

3w37

New Gimps

OF various styles and colors, this day received by

WM. A. BUCKINGHAM & CO.

Nov 15

is12t10w36

NOT STOLEN!

THE BROADCLOTHS which are selling so much under their value at WATTLES & CO'S. were bought at auction. Norwich, Nov. 18—3w37

The beginning of wood cuts made expressly for an advertiser—a little crude but a step in the right direction.

PRINT WAREHOUSE
IN NEW YORK.

B. F. LEE, formerly of the firm of Lord & Lees Lee & Babcock, &c. and U. B. Brewster, under the firm of LEE & BREWSTER, have established at

113 PEARL-STREET,

Hanover Square, New York, a Warehouse on an extensive scale, exclusively for

PRINTED CALICOES

to supply the city and interior trade by the piece or package.

By confining their attention entirely and exclusively to this one article, L. & B. are enabled not only to exhibit a more extensive and beautiful assortment than is to be found elsewhere, (there being no similar establishment for prints in the United States) but to sell always at prices as low, *and generally lower* than those of houses whose attention and means are divided among a large variety of articles.

SORE NIPPLES.—Dr A. C. Castle, 297 Broadway, says he has known Sherman's Papillary Oil cure the worst cases in a short time, where every thing else failed.

The Hon. B B. Beardsley's lady suffered for six weeks with sore nipples; her physician tried every thing his skill could devise; she thought she should lose them when a friend recommended Sherman's Papillary Oil; she tried it and was immediately relieved, and perfectly cured in five days. This invaluable article is for sale at 106 Nassau street, 643 Broadway, New York, and at 139 Fulton street Brooklyn, n18

It seems that in the 1840's they named names, but the testimonial loses its punch when they fail to name the stores where the cure can be obtained.

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On Friday morning, July 19, 1850, a new day dawned in the world of advertising. Someone had an idea that was designed to give the reader something in return for his time. Here is an electrotype probably picked up at the printer's. This whimsical slant must have been an innovation in its day. This was about the largest display ad the Springfield, Mass. Post carried.

Boston, March 1, 1850.

THE "PATHFINDER RAILWAY GUIDE FOR THE NEW ENGLAND STATES," is published on the first Monday of each and every month, under the authority of the New England Association of Railway Superintendants, by Snow & Wilder, 5 Washington street, and is the only publication of the kind issued under the authority of the Association.

W. RAYMOND LEE, President of the Association. WM. P. PARROT, Secretary. Office No. 34 State street, Boston.

April 2. d2iaw3m567

Arrival of the "Pony"!!

ONCE more this *swift* and *sure* animal and his truly *enterprising* and *efficient conductor* has done us and our customers good service. He came in yesterday in fine style, direct from Paris via New York, bringing us some of the richest

FRENCH GOODS,

we have ever received. We can now exhibit to the public

French Papers, Borders & Fire Screen Prints,

of far richer and more elegant designs than we or any one else has ever offered for sale in this town. These goods are our own importation, direct from the most celebrated manufacturers in Paris. Our orders were sent out in September last, and the goods were made *expressly for us*. We wish all to see and appreciate them.

The next trip of the fast going "*Pony*" will be to New York *only*; he will leave that city on Monday next, with one of the largest loads of

DRY GOODS!

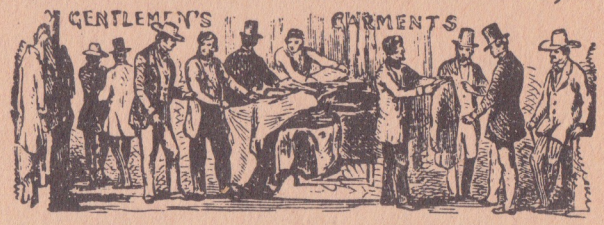
ever '*Expressed*' at one time. Those who have any curiosity to see what he is *capable* of *doing*, are invited to be present when he arrives.

POTTER & CADY, No. 13, Main st.

April 56. dtf486

Gentlemen's Clothing,

FURNISHING GOODS, &c.



The popular and unrivalled low priced Clothing House, known as Oak Hall, has now stood the test for thirteen years & opinion ved that adopted by the proprietor to supply the multitude with good apparel at a very small advance upon the cost of the materials and labor, is the surest plan to secure the general patronage; therefore his first and original motto of LARGE SALES and SMALL PROFITS he is fully satisfied is the only true and sure course, and he is resolved to pursue it. He is now prepared with his enormous Stock of Ready Made Garments, of every fabric, style and finish, for the farmer, or the laboring man,—the gentleman of fashion Business Men, Salaried Men, Military Officers and men, and all others wishing to avoid full one third of the total cost of the season's Clothing, should bear in mind it can be done at GEORGE W. SIMMONS'S Oak Hall, Gothic Front, Diamond Windows, 34 North Street, Clerks, Youths Clergy, highly popular Clothing House, where Youths' & Gents' Apparel may be procured at a saving of more than thirty per centum. This is a FIXED FACT; & all who come to buy can be ensured of the correctness of this position. Call at SIMMONS'S OAK HALL.

Youths' and Little Children's CLOTHING, of all sizes and every variety,

AT EXTREMELY LOW PRICES.

Oak Hall,

Gothic Front, Diamond Windows,

34 North Street,

Oak Hall was a pioneer in breaking a newspaper rule known as "agate and no display." This ad is from a Boston directory, but by 1853 they had adopted the technique as a sort of trade-mark in all their advertising. The rule was stubbornly enforced by some papers and meant text-size type only in ads.

JOHN W. NETTERVILLE,

CABINET MAKER

AND

UNDERTAKER,

158 Green Street, Albany.

SILVER

AND

COMMON PLATES,

SHROUDS,

GLOVES and CAPS,

HEARSE

AND

CARRIAGES,

And all other articles requisite, furnished at the shortest notice.

A large assortment of METALLIC, ROSEWOOD, MAHOGANY, Black Walnut, Cherry and common

COFFINS,

made and finished in the best style, kept constantly on hand.

INVITATION NOTICES, and every arrangment for FUNERALS personally attended to with correctness and dispatch.

N. B. A REFRIGERATOR (of J W. N's invention) for preserving dead bodies any length of time, on hand and ready for use. DECEASED PERSONS transported to any part of the country, and WARRANTED not to decay.

J W. N. would inform his old customers and the public in general, that he

Repairs, Varnishes and Upholsters Furniture

in the neatest manner at a moderate charge.

Furniture packed with particular care for transportation.

Residence 51 Ferry st., 3 doors above Green.

Almost everyone was an inventor whether he had patents or not. This specialty was no doubt a new shape for an icebox.

Hat Conformature for taking shape of Heads.

H. DICKSON,

HATS, CAPS & FURS,

No. 60 STATE STREET, ALBANY.

"BUY ME, AND I'LL DO YOU GOOD."

THE GREAT SPRING AND SUMMER MEDICINE.

DR. LANGLEY'S ROOT AND HERB BITTERS

They act directly upon the bowels and blood; they cure and eradicate from the system, Liver Complaint, that main wheel of so many diseases, Jaundice, in its worst form, all Bilious diseases and foul stomach, Dyspepsia, Costiveness, Humors, Indigestion, Headache, Dizziness, Piles, Heartburn, Weakness, Loss of Appetite, and all kindred complaints caused by disordered stomach or bad blood. Only 25 cents for a pint, and 37 1-2 cents for a quart bottle. Depot, 99 UNION STREET, BOSTON. Sold by all dealers in medicine. eop4t

R. GREEN, M.D.-

INDIAN PHYSICIAN,

No. 38 BROMFIELD STREET,

BOSTON,

Has, with his INDIAN REMEDIES, treated with complete success more than 50,000 cases of CHRONIC DISEASES His practice is attended with complete triumph in cases of CANCER, SCROFULA, and all CHRONIC DISEASES.

The discovery of a plaster that will draw out CANCERS, with all their roots, without injury to the surrounding parts, and a remedy like the INDIAN PANACEA, which will cleanse the blood of all humors, are triumphs in medical science never before achieved.

His medicines are all VEGETABLE, and act in harmony with the laws of life; and so perfectly do they cleanse the blood of all disease, that out of several thousand cases of CANCER and SCROFULA which he has cured, not a case can be found where the disease has ever troubled them afterwards.

Consultations, personally or by letter, upon all diseases, free of charge. Circulars with full reference, sent by mail free. 1t mar 24

WANTED—BY A VERY HEALTHY, NEAT GIRL, a situation as wet nurse; her infant is ten days old; she has a fine breast of milk; can be highly recommended for sobriety, honesty, and moral conduct. Call at No. 129 Waverley-place.

The 1850's were a scientific era some secrets of which are lost to our generation, a cure for cancer, a remedy for foul stomach. A meticulous gentleman could even have a hat engineered to his head and mothers were freed of formula mixing and bottle washing.

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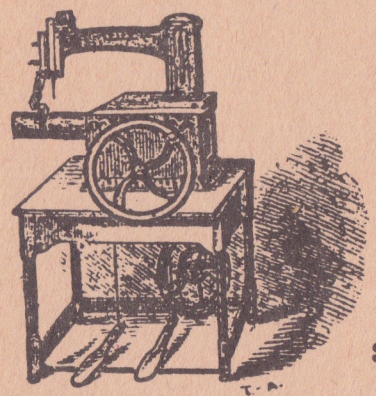
WANTED—BY A VERY HEALTHY, NEAT GIRL, a situation as wet nurse; her infant is ten days old; she has a fine breast of milk; can be highly recommended for sobriety, honesty, and moral conduct. Call at No. 129 Waverley-place.

The 1850's were a scientific era some secrets of which are lost to our generation, a cure for cancer, a remedy for foul stomach. A meticulous gentleman could even have a hat engineered to his head and mothers were freed of formula mixing and bottle washing.

J. B. NICHOLS & Co.,

MANUFACTURERS OF HOWE'S IMPROVED

SEWING MACHINES,



Suitable for SILK, COTTON, or LINEN THREAD, with or without wax. Adapted to sewing all kinds of CLOTH or LEATHER.

No. 33 Hanover Street, BOSTON.

Also, Patent BINDING FOLDERS and HEMMING GUIDES on hand.

Five sizes—prices, $50, $75, $100, $110, $125.

mar 24

BARNUM'S AMERICAN MUSEUM. P. T. BARNUM, PROPRIETOR, J. GREENWOOD, JR., MANAGER.

OPEN DAY AND EVENING.

Performances twice a day. This most attractive place of Public Entertainment in New York, comprising the substance of

SEVEN MUSEUMS IN ONE,

and combining, with this unparalleled collection of curiosities, to which *Novelties every day* are being added, a perfectly chaste arrangement of

FAMILY AMUSEMENTS,

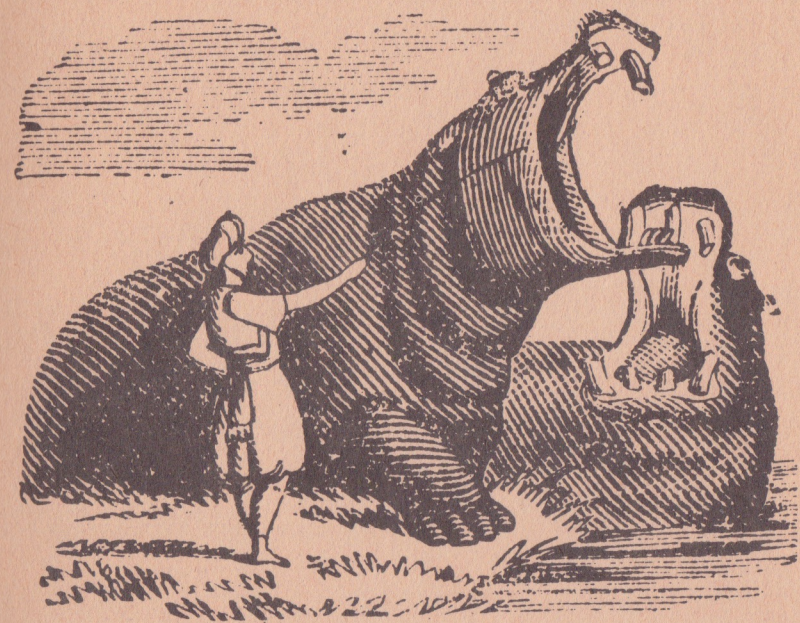
in the Lecture Room, in the shape of Moral Dramas, Select Comedies, Correct Farces, Popular Songs, Pretty Dances, etc., all of them modest as well as mirthful, adapted to gratify the most fastidious taste, without offending the most conscientious principle, and presented in a manner that, for ability and propriety,

SURPASSES ALL COMPETITION.

Admittance to the Performances, as well as all the Curiosities, 25 cents; children under ten, 12 1-2 cents.

jan 6 1t

Barnum's American Museum.



The Living Hippopotamus, or River Horse,

FROM THE RIVER NILE, IN EGYPT,

Of which the above is a faithful illustration, now at the Museum, is the greatest curiosity ever exhibited in this country. He is

The First and only Real Hippopotamus

ever seen in America, is engaged at an immense cost for a short time only, and should be seen by every man, woman and child. For fuller description and other novelties, see daily papers and small bills. Admission to all, 25 cents. Children under ten, 15 cents. 302o

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This is enlarged from a one column newspaper ad in Leslies' Weekly Aug. 31, 1861. Barnum was responsible for two and three column ads, considered bad taste at the time.

ITS EFFECT IS

MIRACULOUS.

The old, the young, the middle aged unite to praise

VEGETABLE SICILIAN

HAIR RENEWER.

We have such confidence in its merits, and are so sure it will do all we claim for it, that we offer

$1,000 Reward

If the SICILIAN HAIR RENEWER does not give satisfaction in all cases when used in strict accordance with our instructions.

Dr. Mattison's Sure Remedies

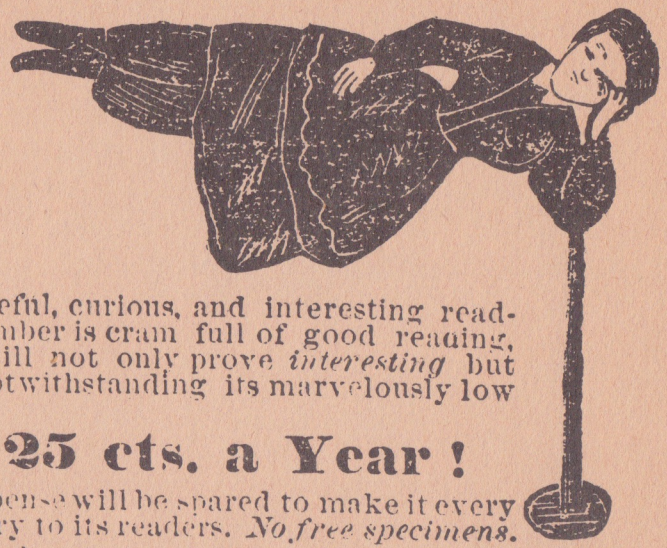
FOR

Special Diseases.

INDIAN EMMENAGOUGE.

☞ Prepared expressly for LADIES, and is superior to any thing else for regulating the system in cases of obstruction *from whatever cause*, and therefore of the greatest value to those who may wish to avoid an *evil* to which they are liable. If taken as directed, it will *cure any case curable by medicine*, and it is also *perfectly safe*. Full directions accompany each bottle—**Price $10.** ☞ REMEMBER;—*This medicine is designed expressly for* OBSTINATE CASES, *which all* CHEAP *remedies of the kind have failed to cure; also, that it is warranted as represented* IN EVERY RESPECT, *or the price will be refunded.* ☞ BEWARE OF IMITATIONS! and especially those having a counterfeit of my *Indian Figure* for a deception. None genuine unless obtained *at Dr. Mattison's Office.* ☞ *Ladies who wish, can have board in the city during treatment.*

Emmenagogue is a perfectly good English dictionary word—misspelled here—seems stronger and more effective in this form, but is no doubt a typographical error.



The famous feat of Aerial Suspension as performed by the great Magicians, is fully explained in **Haney's Journal**, a neat little illustrated monthly of useful, curious, and interesting reading. Each number is cram full of good reading, and such as will not only prove *interesting* but *profitable*. Notwithstanding its marvelously low price

Only 25 cts. a Year!

no pains or expense will be spared to make it every way satisfactory to its readers. *No free specimens.*

HANEY & CO., 119 Nassau-st., New York.

☞ Notwithstanding the extremely low price of HANEY'S JOURNAL, its large circulation enables us to make a most liberal offer—we will send the JOURNAL

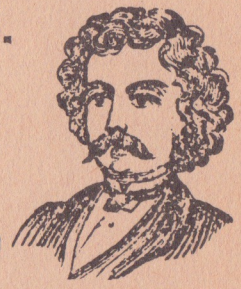
One Year Free

to any postmaster or other person who will get us *four* subscribers. *All* can afford it—*all* will like it.

CURLS! CURLS.

SAMPLES

SENT FREE.



A sample of Prof. Robb's Curlique will be sent free to any address. The Curlique will curl the straightest hair on the first application, (without injury) in soft, luxuriant, beautiful flowing curls. Address, with Stamp,

896-5t Prof. B. H. ROBB, Parkman, Ohio.

203, 399, 511 & 756 BROADWAY,

AND FOURTH AVENUE, corner of 17th Street.

Drugs, Medicines, Fancy Articles, &c.

FOR THE CURE OF

Salt Rheum, Scald Head, Breaking Out and Sores on Children, Pimples on the Face, Chapped Hands, Lips, Nose or Face, Roughness of the Skin, Chafing of Infants, Sore Nipples, Chilblains, or Frosted Feet, Burns, Scalds, Itching or External Piles, Corns, Rheumatism, &c.

This Ointment is nice, clean, and pleasant to use, perfectly safe in all cases

NOTHING CAN SURPASS IT FOR A BURN.

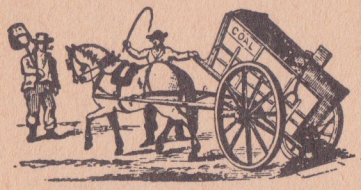
It allays all pain immediately, and HEALS, LEAVING NO SCAR.

For Chapped Hands, Sore Lips, and all the purposes for which it is recommended or for which a Healing Ointment may be used, it has and will give universa satisfaction.

PRICE 25 CENTS.

MICHAEL LONG,

NIGHT SOIL SCAVENGER



And Cartman,

No. 67 CLINTON STREET,

ALBANY. N. Y.

☞ Contents of Privies, &c., removed on Reasonable Terms, and Orders Promptly attended to.

Appreciated.

Jumbo and the Baby Elephant.

ALAS poor Jumbo! But Messrs. Barnum, Bailey and Hutchinson, are still the owners of over fifty Elephants. In their travels we have reason to believe that all of these intelligent beasts carry **Centaur Liniment** in their trunks.

This is What Barnum Says.

438 FIFTH AVE., New York, May 9, 1875.

"AMONG my vast troop of teamsters, equestrians, horses, camels and elephants, there are always some lame, wounded, galled and strained. My doctors and veterinaries all assure me that nothing has proven so prompt and efficacious a remedy for men and animals as **Centaur Liniment.** If you could supply me with a live Centaur, I will give you my check for $100,000." P. T. BARNUM.

COX & PURVES,

MANUFACTURERS OF

ZEPHYR BOSOM PADS.

(Patented January 27th, 1874.)

THE ONLY INFLATING PADS,

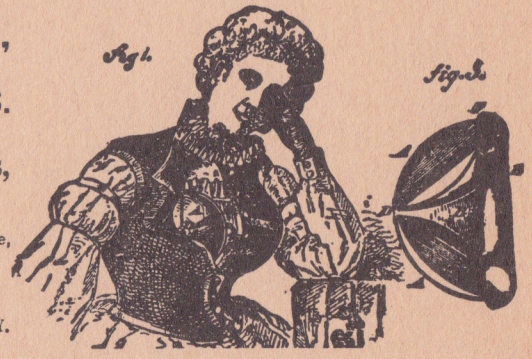
Concave and Ventilating.

Sample Pads Mailed on Receipt of Price,

$1.00.

SPECIAL TERMS TO JOBBERS.

Office and Factory, 355 W. 40th st., N. Y.



As an illustration of the beneficial effects of AYER'S HAIR VIGOR, we refer to the case of Mrs. OLIVER DAVENPORT, of *Williamstown, Vt.*, aged 59 years, who at the age of twenty became bald, and remained so 38 years. During this time she tried many hair "restorers," with no effect. Coming by chance into possession of a part of a bottle of AYER'S HAIR VIGOR, she applied the liquid, and soon a downy growth of hair began to cover her head. With the use of less than four bottles more, she has now a fine growth of brown hair, twelve inches long, covering her head, except a small spot on top. This has starting upon it a downy growth, which Mrs. Davenport believes a persevering use of the VIGOR will cause to become abundant like the rest. This statement will be verified by the postmaster of Williamstown; also by the editor of the Northfield, Vt., *News.*

IF YOU WANT

First-Class Goods

—AND THE—

Latest Styles,

—VISIT—

Childs's Cash Shoe Store.

"LADIES' RINK BOOTS"

A SPECIALTY.

HOLIDAY SLIPPERS AND DOLL SHOES

IN ENDLESS VARIETY.

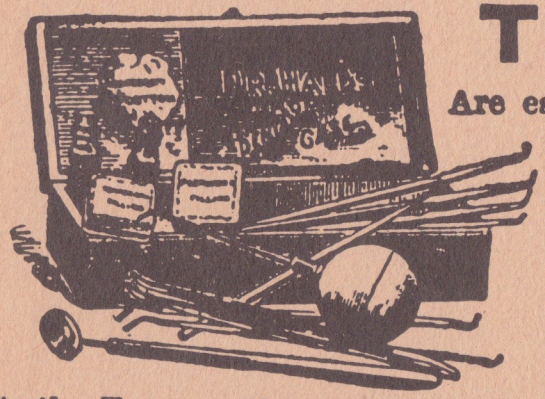
F. L. CHILDS, 78 Elm Street, Westfield.

On this spread—an assortment of services etc.—Mr. Long was an enterprising advertiser considering his business. Then Mr. Barnum makes another joke and at the bottom of the opposite page we see that fashion history repeats itself. Above—Mrs. Davenport and friends can prove she has hair. Mr. Childs trades on his name, even sells doll shoes to round out the idea.

Shakeresses Labeling and Wrapping the Bottles Containing the Shaker Extract of Roots, or Seigel's Syrup.

We Have Often Wondered Why

the people doubt that our medicines are made by the Shakers, but we suppose that it is because the country is filled with worthless articles made to deceive the public. So we must suffer for the faults of others. But to the afflicted this is a very important matter, because the sick and ailing are anxious to get genuine medicines, and they have faith in the Shaker articles. In view of this fact it is our duty to the public to inform them how to *learn beyond all doubt* the facts about the Shaker Extract of Roots, or Seigel's Syrup, and other Shaker remedies. Write to the "*Shaker Community*," Mount Lebanon, N. Y., and ask if the Shaker medicines sold by A. J. White, 54 Warren street, New York City and by all dealers in medicines, are not made by the Shakers, and an answer will be returned. *The Shakers would not let their good name be used on the medicines if they were not genuine.*



TEETH!

Are easily and painlessly Filled at Home without previous experience by using **Dr. Hale's Home Dental Outfit** and method. It prevents toothache and early loss by stopping the cause, and secures *perfect, permanent teeth.* Every article in the outfit is warranted to be first-class. Money promptly refunded if unsatisfactory. Price, $3.00 and $5.00, with full directions, post-paid.

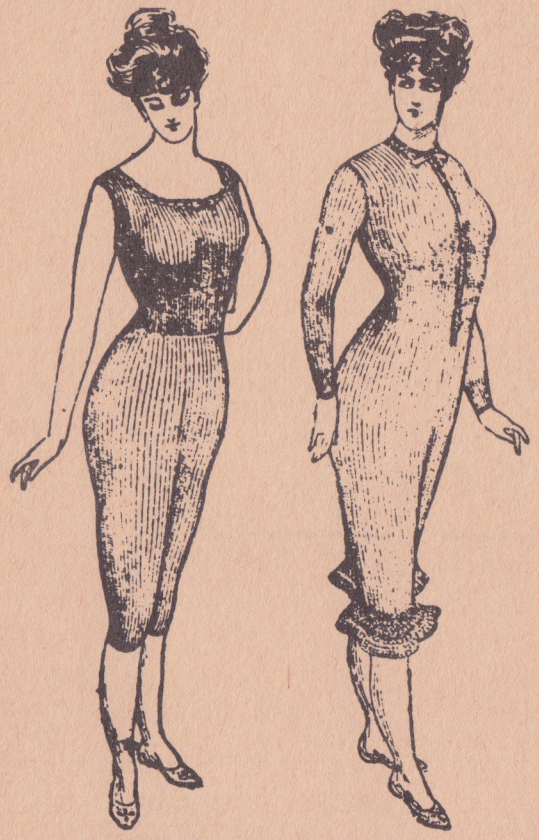
National Dental Supply Co.,
42 Warren St., Boston, Mass.

"No, thank you, Doctor, we don't need you any more. We have all been cured by the American Herbal Remedies."

Three obsolete ideas—the Shakers are extinct in spite of the extract. The do it yourself kit was short lived. And above, some medical laboratories had a different plan for reaching the consumer. Today the doctor and the ethical drug manufacturer are close friends and the word cure is gone for good.

LADIES' UNION SUITS.

An exceptionally strong line this season. Particular attention paid to style and quality. Well made and finished in every respect. *Sizes 4, 5 and 6. Solid sizes.*



Regulation Style. D1815, $4.00 Doz.

D1706 — Peeler ribbed, lace trimmed neck and armholes with tape through, fine gauge 1 doz. in box..... Doz. $2 25

D1813 — **Bleached ribbed** lace at neck and armholes with silk tape, wide lace trimming at bottom, nicely bleached. Splendid value. 1 doz. in box.. 2 25

MD1708 ÷ Bleached ribbed, covered seams, lace trimmed armholes and square cut neck with silk tape through, balloon bottom with wide lace. ½ doz. in box..... 3 50

D1815 — Bleached ribbed, fancy lace at neck and front with silk tape through neck, **high neck, long sleeves**, balloon shaped bottom with wide lace trimming, pearl buttons, covered seams, gusseted armholes. ½ doz. in box..... 4 00

MD1710 ÷ Bleached lisle finish, lace trimmed yoke and armholes with silk tape, balloon bottom trimmed with extra wide lace, covered seams. ½ doz. in box..... 4 50

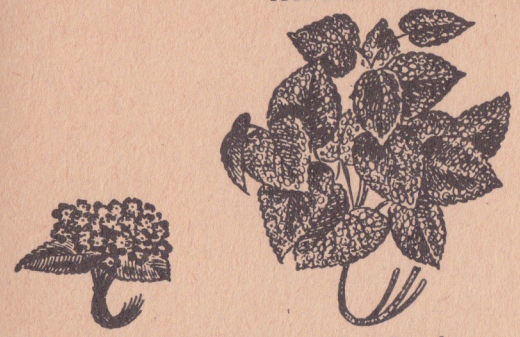
D1711 — Superior bleached **lisle thread,** fine gauge, covered seams, lace at neck and armholes with silk tape through, balloon shaped bottom trimmed with wide torchon lace. ½ doz. in box..... 6 25

LADIES' BLEACHED RIBBED PANTS.

Sizes 4, 5 and 6. Solid sizes.

These pages are from Butler Bros. catalog, "Our Drummer," seen only by merchants. Note the Gibson girl influence in the figures.

MISCELLANEOUS MILLINERY TRIMMINGS.



O7728, 15c Doz. O7729, 42c Doz. Bunches.

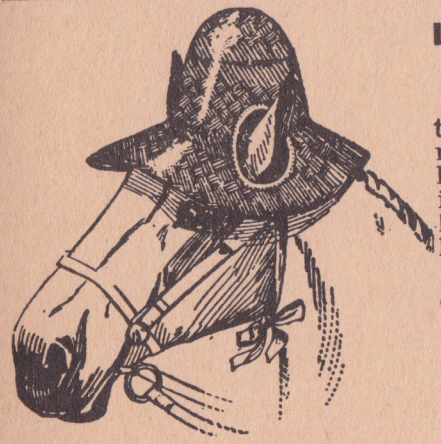
O7728÷Violets, 18 to bunch, with foliage. Doz. $0 15

O7729 ÷ Violet foliage. Cluster of 12 natural tinted leaves. Doz. bunches 42

O7730, 96c Gro.

O7730 ÷ Fine imported quills, about 13 in. long, selected stock, glossy finish. Black, navy or green. **Gro.** 96

O7731÷Amazon plume of ostrich feathers, 12 in. long, black or white. 1 doz. in box, solid color..... Doz. 2 25



INDIA PANAMA HORSE HAT.

Last year our sales on this number were enormous, showing that this hat is no longer a fad but is a practical and sensible hat for the protection of horses.

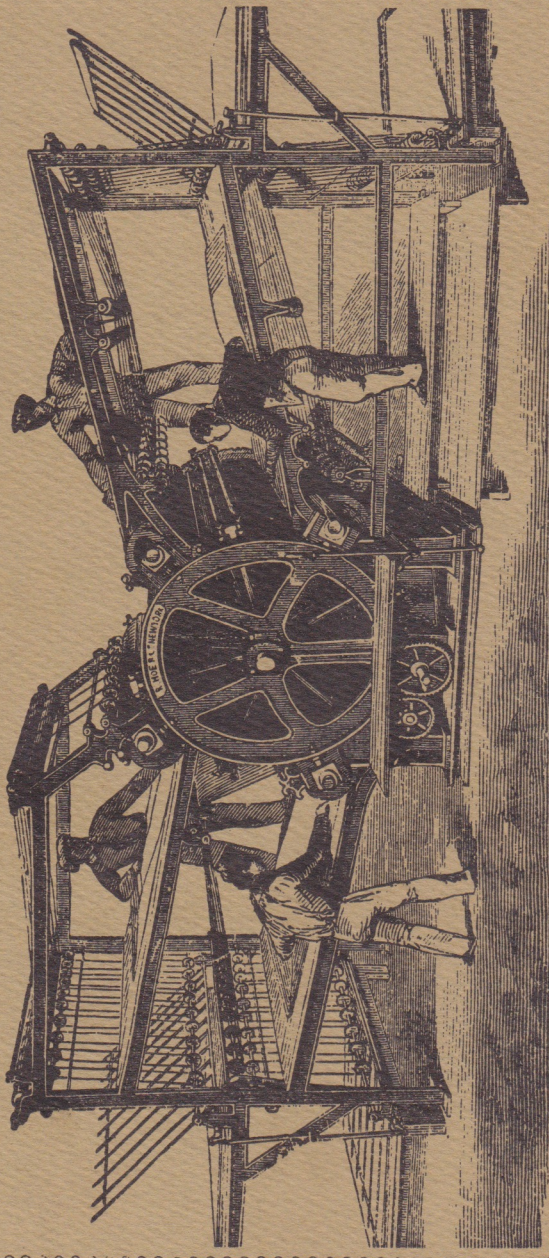
O7432 — Good grade India panama, made with high crown and wide brim, earholes bound with red braid, long braid tie ends.. Doz. $0 72

The hat probably could have done better than enormous if it had been catalogued under horse goods instead of millinery. At 72 cents per dozen wholesale, the hat maker didn't die wealthy.

BOSTON DAILY JOURNAL.

PUBLISHED MORNING AND EVENING.

Journal Fast Printing Press.—Ten Thousand an Hour.



OFFICE, 12 STATE STREET.

The DAILY JOURNAL is furnished at the rate of TWO CENTS a copy, contains MORE READING MATTER than any other daily paper in Boston. It is published **MORNING & EVENING**, and either edition is sure to contain the VERY LATEST NEWS received by the MAILS and TELEGRAPH, to the moment of publication. It is printed on one of HOE'S CELEBRATED FOUR CYLINDER FAST PRESSES, printing TEN THOUSAND AN HOUR; which enables us to wait for news until the latest moment, and still supply the demand, however large. As some evidence of the success of the JOURNAL, we will state that ITS CIRCULATION HAS BEEN QUADRUPLED IN LESS THAN THREE YEARS! and now is *second to no subscription paper in New England!*

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Advertisements are inserted at fair prices, in uniform style, and arranged under appropriate heads. The great value of the JOURNAL as an advertising medium, may be inferred from the fact that ALL ADVERTISEMENTS APPEAR IN BOTH MORNING and EVENING PAPERS WITHOUT ANY EXTRA CHARGE! thus securing the benefit of TWO papers at ONE price, and the **LARGEST CIRCULATION**, by thousands, of any SUBSCRIPTION, or TWO CENT paper published in Boston or New England.

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